



For the first time in 50 years of the weatherman's records, snow appears in L. A. district. Three inches of "most unusual" precipitation cover the Oakmont C. C. course at Glendale, Calif.

glad handing individuals still insisted upon making themselves known to players with whom they had a slight or theoretical acquaintance. There seemed to be a minimum of rushing to gain vantage points, probably because there was plenty of room on the course where galleryites could watch proceedings and be out of harm's way. However a rope barrier had been very wisely erected around every teeing ground. A chalk line had been drawn around the apron of every green and behind this the galleries were supposed to stay. This they ignored, but they kept off the greens even when breaking for the next tee. Control on the fairways was obtained by ropes in the hands of three or four men. The all-important ninth and eighteenth greens were situated in hollows from the banks of which spectators could obtain an unobstructed view.

It is not an unmixed blessing that California tournaments come when they do, at least from the greenkeeper's standpoint. The courses are not at their splendid best as they are during the spring and early summer and there is always the danger of heavy rains coming down such as was the case at Wilshire last year and at Agua Caliente this year. Indeed, it has already been indicated how it rained a week previous to the Los Angeles Open, and less than one week later the ground was covered with snow, for the first time within the memory of most residents. Imagine the consternation of the hard working

chamber of commerce if it had been forced to postpone the tournament because of snow. Imagine the glee in Florida.

Floods Threaten

With pick and shovel, sand bag and wheelbarrow, greenkeepers whose courses have arroyos running through them, as there is at Hillcrest, are on the fighting line more than ever this rainy season striving to hold back the floods which threaten. Oceanographers said that this year the precipitation surely would be far below normal because the temperature of the ocean was considerably above the point where it should be even for the occurrence of normal rains. Apparently everybody was resigned to another dry year; that is, everybody except Jupiter Pluvius, and he was interested neither in predictions nor the temperature of the Pacific or any other ocean. He started early and has been at it more or less ever since, fortunately letting up for the playing of the Pasadena and the L. A. Opens. So far the rain has come in a steady stream and very little erosion has taken place on golf courses at least. What fills the local greenkeepers with trepidation is the fact that the heavy floods have yet to come and that this year so far is a replica of the one which happened sometime in the eighties when over 30 inches of rain fell, most of it within one week. Following this storm old timers say that one could sail in a small boat all the way from close to Pasadena to the ocean thirty

miles away over land which is now occupied by golf courses among other things.

Just within the past 5 years a little heavier than ordinary rain swept several acres of ground from the course of the San Gabriel C. C. and caused the officials of that course to have a concrete flume constructed through their property. It was noticeable at Hillcrest that Bill Stewart had been banking his few hundred yards of wash with everything except the cutting machinery just in case a flood came. It would be to Hillcrest's advantage to put a flume through now before real damage is inflicted.

However, the worst has not yet happened and so far the golfing year has started out auspiciously in California, if interest displayed in the Los Angeles Open is any criterion.

Prospect of Green Section Money Shortage Alarms

COMMENT ON WHAT USGA reduced income might mean to Green Section activities, as made in January GOLFDOM has aroused some far-sighted club officials to a studious consideration of what the USGA is up against in its efforts to maintain and extend its valuable work.

Indication of how ably the USGA officials are handling this job comes from the 1931 annual report which shows that although the association's usual chief source of income dropped \$33,292.15 from 1930 figure, the turf troubles of 1931 and the other additional work of the Green Section necessitated an increase of \$5,114.24. The section's importance plainly is recognized.

USGA annual dues of \$30 to many clubs represents what is paid to have the services of the Green Section constantly available. Other valuable and necessary performances of the USGA are to this good sized group of clubs much in the nature of a welcome and appreciated bonus. In all cases, however, it is undeniable that the service of the Green Section in bettering the standard of course maintenance has been one of the biggest bargains in the field. To the average metropolitan district golf club member, the cost of his club belonging to the Green Section is about a dime a year.

Some of those who have expressed a deep interest in vigorous continuation and extension of the benefits of the Green Section have suggested that a revision in the method of charging for USGA membership

be made, with the larger clubs paying more for the availability and service of the Section. The suggestion is one that probably is based more on good sportsmanship than on a strictly hard-boiled business platform as some of the 9-hole clubs where the finances are nip-and-tuck may, in proper spirit, make disproportionately large demands on the Section for service.

One comment points out that under the present set-up there is no provision by which a club may pay more than \$30.00 to the USGA for Green Section and other services, even if desiring to do so.

The contrast between the American method and that of the British is interesting. Even in these times a number of the British clubs support their national green section work to the extent of \$50 annually per club. In addition, many British sectional organizations and greenkeepers' groups supply substantial financial assistance to the national research program. In the U. S. the attitude is the reverse. Many who are acquainted with the expense and time of agricultural research marvel at the work the USGA Green Section has been able to do for the limited money it has had at its disposal.

According to the remarks club officials have made about the Green Section's financial future as it was considered in January GOLFDOM, the Section most certainly rates so high in results and appreciation that there should be no difficulty in arranging an acceptable and adequate financing basis regardless of the USGA tournament income.

WHITE MFG. CO. BOUGHT BY NEW ALLIED INTERESTS

Chicago, Ill.—The White Mfg. Co., formerly at 2037 Carroll ave., and later at 14 E. Jackson blvd., has been dissolved. Taking over its office and other facilities is a new organization known as Allied Golf Corp. James White, formerly president of the White Mfg. Co., no longer is connected with the company.

A new line of Allied clubs and bags is announced for 1932, having as a leading feature a line of clubs exclusively for the pro and sold with the policy of putting the pro on a competitive basis with other retail outlets of golf clubs and bags.

Company is represented in the east by Frank McDonough, the midwest by H. J. Foley, the south by James T. Lawson and in San Francisco, Los Angeles and Portland by Curley-Bates Co. Jack Redmond, trick shot exhibitor, is demonstrating the Pro-Allied line during his exhibitions and to the pros along his line of march.

K. C. Pros Plan Exchange of Inventory Data

ONE OF THE plans that the P. G. A. members in the Kansas City sector are considering for 1932 deserves some attention from other sections of the organization. The Kansas City boys plan to bring to their meeting the first of next July full lists of the merchandise they have in their shops at that time. From this inventory data the boys will be able to compare notes and exchange unsold goods so end of season inventories will be reduced to the minimum.

The experiment is to be conducted by the boys as a test proposition in the hope that it will convert the largest possible amount of merchandise into cash that will come in handy during the winter and provide some liquid capital for financing the following spring's purchases on the 7 per cent discount basis. Wm. Wotherspoon, professional and president of Old Mission G. C. told GOLFDOM about the plan and the hopes the K. C. pros entertained for the manner in which this plan might be profitable to the pros and the manufacturers.

Wotherspoon does not believe that the plan will work miracles to the extent that it will enable the careless buyer to command the assistance of other pros in unloading junk he has bought. However, he does believe that the careful buyer, who may have been somewhat over-confident in ordering or who has been bumped by conditions at his club, will be able to work his way out without having his surplus dam up on him.

Psychological Factor.

Bill further believes that psychological element will enter into the arrangement and prove a stimulus to bigger sales. He considers that some of the pros may take stuff off of the other fellows' hands and put the heat on in selling this merchandise in the perfectly human and pardonable effort to show the other hombre who is the master salesman.

One thing it is believed the plan will do when followed up monthly late in the season is enable the pros to take better sales advantage of good playing weather in the latter part of the autumn. This year there

were a lot of good days with heavy play in October but the boys lost out on sales because they were afraid to carry enough merchandise to risk being stuck by the sudden advent of winter.

All merchandise will be exchanged at the price the pro paid for it. This will give the P. G. A. section a responsibility of seeing that the goods are paid for as there will be some embarrassing complications if it is found that one pro turned over unpaid-for goods to another professional who paid the first pro cash for the goods.

Wotherspoon advances another argument for the plan when he says that in helping each pro to clean out his stock it will eliminate the blame that the pro puts on the manufacturers' salesman for overloading in the event the pro is stuck with some of the order at the end of the year. "It's just human nature on the part of the pro," says the Old Mission man, "to blame the salesman for selling him too much too late in the season rather than take the blame himself for poor judgment."

Idea Is Not New.

In investigating the profitable possibilities of the proposed operation, GOLFDOM consulted some of the manufacturers. George Mattern, of Crawford, McGregor and Canby, commented:

"I think it is a good move if the boys would get together about mid-season and find some way to turn their merchandise to each other and co-operate in every way to move their stocks.

"The plan is nothing new. All you have to do is get in touch with Bert Way and Jack Smith of Cleveland for details of its earlier working. As I recall, a few years ago when Jack Smith was pro at the Highland C. C. which is a public course, about mid-season all the boys in Cleveland turned over to him merchandise that was not moving and Jack would put it on sale at almost any price to clear the decks. Personally, I think it worked out fine and was of benefit to all Cleveland pros. I also feel a policy of this kind would work out O. K. in Kansas City and be an advantage to both pros and manufacturers. As you know,

Herb, after all the big idea is to clean off the shelves and get goods into the hands of the consumers."

After getting this tip from Pop we got Bert Way to tell how the stunt worked. The Mayfield mentor advises:

"The plan George Mattern mentions was in operation here before the matched sets of clubs became so popular. Jack Smith, being at a public course, was successful in disposing of many odd clubs. I think I sold him more than 200 assorted irons and woods. Jack also took many clubs off Colin Dow's hands. I think the idea of the boys in Kansas City is a good one and believe they can help each other out in the way you mention. Joe Mitchell and I have done something along this line for a long time."

Keeping the stocks balanced and full enough to keep from loosing sales recommends the K. C. move. Julian W. Curtiss, president of A. G. Spalding & Bros. commends the idea by saying:

"Anything that tends to get stock cleaned up and in the finest possible condition is something you may be sure A. G. Spalding & Bros. approve of in the strongest possible fashion.

"I always have cautioned our salesmen that they never are to try to load up any customer. They are to watch and see that their customers have enough of everything but never too much; that is a very important part of their job."

Not Entire Salvation

A. L. Mercer, pres., Vulcan Corp., gives warning that the fellows are not to expect that this plan will be the answer to all of their merchandising problems when he says: "It is always the safest policy for professionals to buy cautiously and then to merchandise whole-heartedly. There is the danger of each man feeling that his merchandise is in better condition than it actually is. Not knowing whether the professionals are planning to buy from each other outright or accept goods on a consignment basis, it is impossible to express an opinion on the financial phases of the proposal. The consignment basis, of course, always involves considerable danger and misunderstanding which the boys must plan carefully to avoid if they experiment on this policy.

"One of the pitfalls to avoid is too hasty sales. In reality this year the pros have carried over very little merchandise and have done a much better merchandising

job than ever before. The thought the Kansas City men are giving to speeding the movement of golf merchandise is a healthy indication of continued progress regardless of what business conditions may prevail during 1932."

Mercer's comment reminds us that the Kansas City fellows plan to exchange goods on a consignment basis during July and check on the results at a meeting the first of August so the Vulcan man's warning about the perils of consignment deals fits into the case.

Harry West, special sales representative for Wilson-Western, has had an opportunity to talk over the plan with the fellows in Kansas City and according to his statement the plan is something that Wilson's professional division approves because it believes that Wilsons as well as the pros will gain in sales volume from any check-up that shows each pro exactly where he stands before the season is so far along that chances to make up for lost sales have vanished.

Survival of Fittest

Bob Crandall, president of the Burke Golf Co., points out one of the stumbling blocks the K. C. pros will have to consider when he says: "It might be that the fellow who was a good manager would be called on to help the one who was lacking in foresight and industry." There's something to that point as the survival of the fittest probably is going to be the answer to one of the pros' serious problems, that of employment. He believes the plan may work out satisfactorily but that it will call for a lot of planning and thorough work, which is true. The canny Crandall brings up another point that remains a debatable issue so far as GOLFDOM's staff is concerned. He says: "I am inclined to believe that whatever items were found slow moving in one pro's shop in a given district would turn out to be just the same sort of a dog in any other kennel. That, of course, is just a general statement. You can't tell anything about a plan of that kind until it actually is tried."

According to GOLFDOM's observation of many instances of slow moving items in pro shop stocks the reason simmers down to about 25% a combination of merchandise and members' buying inclinations and 75% the pro's merchandising ability, if the merchandise is fairly standard. There are some clubs that simply won't go for much of certain brands, but they are in the minority.

To Remedy Dining Room Deficit, Analyse Menu's Adaptability

By HELEN EWING BENJAMIN

PROBABLY nothing is more disheartening than to set down on a budget "Deficit," and to follow this word with a substantial figure, such as \$3,000 for instance. This refers to food.

Yet this is exactly what is going on in country clubs all over these United States, and, curiously enough, it is as regular an experience with clubs as is the coming of spring! It was faced as regularly during our most prosperous years as it has been since 1929.

But certain enterprising clubs have determined to overcome it. Probably every club would like to be rid of it, and to this end and with the assistance of financial statements sent us by the clubs themselves, we have determined to show it can be done.

The Present Situation

In looking through the figures of these clubs we find food costs as high as 85 per cent! And service costs still higher, relatively. This is an extraordinary state of affairs.

Ordinarily, in successful clubs, showing no loss, food costs in prosperous times run about 42 per cent of the gross business done, and service (in the food department) never above 30 per cent of the gross sales.

At present in any restaurant that is serving really fine food, costs for food are not quite 40 per cent, while service costs run around 24, 25 or 26 per cent.

In clubs where cafeterias or buffets are the chief feature of the cuisine, the food costs are 34 to 38 per cent while the service charge runs from 16 to 22 per cent.

Where there is a cafeteria and a dining room with proper club service, the cafeteria makes money while the dining room shows a loss.

Some of the Reasons Why

A club is like a church in some respects. Both have expensive plants that are used only part of the time. A church is used Sunday all day and, perhaps, Wednesday evening. The rest of the time taxes and

costs click on like the meter in a waiting taxicab.

So the service in the club cuisine is maintained all day Monday, Tuesday, Wednesday, Thursday and Friday, with essentially nothing to do. Then on Saturday hundreds pour in and demand meticulous service; and still more come on Sunday; everyone who comes is critical of the service. He compares it with service rendered by the fashionable city club or the very excellent hotel at which he lives (and where by the way they probably lose money in their food department). He wants quick service and he wants excellent food, and for this he wants to pay what he would pay in the restaurant where he takes his hurried luncheon.

And that, of course, is hardly fair to the governing committee!

Yet this fact remains: cafeterias in even the most exacting of country clubs make money! They help to make up the deficits of the dining rooms.

Members Demand Service

Club members want "service." This means that six or eight men waiters are rushed to death over Saturday and Sunday and twirl their thumbs for the other five days of the week.

And a man waiter is a man waiter—he isn't an assistant to the greenkeeper, nor the carpenter, nor to anyone else. He's a man waiter and makes that plain!

This service problem can be overcome and still have the dining room service unusually smart. But that will come in another article. For the present we shall explain why club food costs run far above those of the finest restaurants.

Analyze Your Menu

Look at your own club dining room menu. Examine it. It is just what your club members demand—fine food: steaks, chops, roasts, fowl; delightful entrees, excellent salads, wonderful desserts.

In 1929 clubs got \$1.50 for such a dinner as compared with the average restaurant

figure of \$1.00. Still, there was the deficit at the close of the year!

Last year your club probably reduced its prices. Partly as a result of that, and partly as the result of smaller attendance, it did possibly a third less business. Sales almost everywhere in clubs dropped a quarter to a third.

But that menu, plus the service and rainy Saturdays and Sundays were the causes of the deficit.

Menu Interference Likely

Business men own the club. They run it by committees. They get a manager who probably understands food and then they too often tie his hands so that he can't use the talents for which they employed him!

They tell him what to put on the menu! They think they should have this and they think they should have that. And at the end of the month they shake their heads over the manager's statement.

He might stop this head shaking by some such report as this:

"Venison roast, \$8.00. This is chargeable to Mr. Doe who insisted that other clubs had game and that we should have it. The individual cost of serving this was \$1.25, but Mr. Smith said that was a ridiculous price—that we should 'sell it at 50 cents and charge it off.'"

This is, of course, an exaggeration, but if you will examine your committee and look carefully into these matters you will find things moving somewhat along these lines.

Here's an Ideal Menu

"Very well," you say to the manager, "what kind of food would you suggest?" Ah! When your committee reaches that point of view there is progress and your manager will probably set up some such menu as given on this page.

That's as good a dinner as the Prince of Wales could ask! Yet it is capable of a saving that is not apparent to any but a first rate steward or an experienced *cusinier*.

Where does the saving come in? It looks extravagant enough.

Right here is a good place to ask (without intending the slightest impertinence, mind you): Do you see the economy of this menu? No! Does your house committee see it? No!

Then why not let the manager who *does* see it do the managing? That would seem

	Canapes	
Anchovy	Red Herring	Caviar
	Tromantana	
	Soups	
	Chesapeake Oyster Soup	
	American Cream of Pea	
	Meats	
Broiled Halibut,	Lemon Butter	
Prime Ribs of Beef		
	Planters' Stewed Chicken	
	Broiled Tenderloin Steak	
	English Mutton Chops	
	Vegetables	
	Baked Florida Tomatoes	
	California String Beans	
	French Fried Potatoes	
	Baked Idaho Potatoes	
	Mashed Potatoes	
	Salads	
	Hearts of Lettuce	Stuffed Tomatoes
French Dressing		Mayonnaise Dressing
	Desserts	
Icebox Mousse,	Cafe Parfait,	Chocolate
Sundae Pie,	Apple Tartlets,	Apricot
	Tartlets,	Lemon Tartlets,
	Mince	
	Pie Meringue,	Minted
	Pineapple Supreme	
Tea	Coffee	Milk

to be rather a bright thing to do in the circumstances.

Why should the only man who does understand such things be constantly divested by those who understand lots of other things but can't see that this is a menu designed expressly to save money?

Why Is It "Cheap"?

Canapes: These are set up on Saturday but made, that is combined, only as called for. The Tromantana is a mixed canape, but the mixture keeps perfectly. There is no loss whether a hundred come or more come. There is no waste whether the weather be bad or gorgeous.

Soups: Only six orders, or so, of these are made up in advance—there can be no waste!

Meats: Roast beef is so cooked that it is red all the way through with a rich crust of golden fat on the rim—all the juices and flavors have been carefully locked up in the meat by the method of cooking it and the shrinkage has been almost nothing. Tomorrow it will be as good as it is today, served in another form.

Stewed Chicken: This will go into individual chicken pies even better liked

than is stewed chicken. It will show even more profit in its pie form!

Fish, Tenderloin Steak, English Mutton Chops are, even now, in the cold-room and they won't come out unless they are called for, when they will be ready within fifteen minutes or before the patrons will have finished the soup course. There they are, safe on ice, as good as gold, and ready any time you want them. Not an ounce of loss if a hundred come or if no one comes!

Tomatoes: There will be a dozen or so of these already baked. More than these, if called for, will be done in eight minutes. No waste!

Baked Potatoes and those that are mashed will be transformed into potato *crustadoes* tomorrow in which form of creamed meat or possibly a vegetable will be served with all the swank of a boulevard restaurant on the Champs Elysee, and they'll taste like Thanksgiving food!

String beans will go into a salad. Deserts are icebox desserts—except the chocolate pie. Tartlets are cooked pastries waiting for a call before being filled. And so on and on—like those cigarettes—not a loss in a carload!

On the Other Hand

However, suppose it should turn out to be a bright beckoning day—a day with the call of spring luring the entire membership into the open to come starving and demanding into the dining room. Ah! Then there is money in the menu! Even at \$1.00 it will show a net profit (if the service doesn't eat it up) of 10 per cent at least; in a cafeteria it will show twice that!

Don't Take Deficit for Granted

The attitude of mind towards deficits has become quite complacent in many clubs. They say: "We don't even try to make a profit; we are content if we make costs." But most clubs don't make their costs!

A good many members differ with that point of view. They hold an equity in the club and would like to see clubhouse profits, and thereby obtain dues reductions.

In times like these slouchy mental habits aren't so good even in clubs. The time has come to wake up—to be rid of all deficits; and the club that is honest enough to face the facts set out here is the club that is going to hold its membership best.

We have spoken in detail of food costs and losses. We have shown a type of menu that can be varied in a thousand ways; and

a good manager allowed the freedom he requires in order to save you a loss can do this if he is not hampered by the authority of inexperienced men—men who generally know nothing about the costs that enter into the serving of food.

Busy Sessions Promised at Managers' Convention

ACCORDING to H. A. Lewis, national secretary of the Club Managers Assn. of America, everything is all set for their 1932 convention, scheduled for the Hotel Warwick, Philadelphia, Feb. 18-20. Final program arrangements are essentially as announced in last month's GOLFDOM, with registration Thursday morning, Feb. 18, and a 2-group get-together in the afternoon, the city club managers assembling in one room, the country club bosses in another, to discuss problems of management peculiar to their respective groups.

Friday and Saturday, the managers will hear addresses by a number of outstanding authorities, including Joseph B. Uhler, president of the association, Theodore DeWitt, C. K. Swafford, advertising manager of Hotel New Yorker, and Dr. William McClellan, former dean of Wharton school. Numerous round-table discussions and convention details will occupy accustomed shares of these sessions.

Entertainment features have not been forgotten. On Thursday night, an informal dance, supper and Monte Carlo games will be held at the Penn Athletic club; on Friday, a theater party has been arranged, to be followed by a sea-food supper and dance; on Saturday evening, there will be a formal dinner dance, for which the speaker of honor has not yet been announced.

For the ladies, shopping tours, sight-seeing trips, bridge parties, etc., follow closely enough one after the other to guarantee no idle moments for the fair sex.

Customary arrangements have been made with all railroads to extend convention rates to delegates and their wives. Secure proper credentials from station agent when purchasing ticket, and half-rate fares will apply for the return trip.

LONGVIEW (Ore.) G. C. is aiding unemployment relief by hiring 6 men to clean up rough and clear brush and trees during the winter.



Greenkeepers' business conferences jammed the convention hall of Hotel Pennsylvania, all during the 1932 meeting's sessions.

Largest N. A. G. A. Meeting Plans 1932 Course Work

By HERB GRAFFIS

THE GREENKEEPING gang came up strong and smiling for the sixth annual round in their collective battle of the centuries. Almost 600 of them jammed into the arena at Hotel Pennsylvania, New York City for the conference programs, January 20 to 22, and listened to expert advice on how to pet and pound capricious Mme. Nature into being a good gal.

It was the biggest attendance that ever sat in on the conference sessions. The program, well balanced between the practical and scientific, was tuned to the times. That old debbil Budget has the boys in a desperate clinch, but they learned considerable about successful in-fighting during the few days at New York. The exhibits were not as extensive as in previous years but they all made the big play on thrift and apparently made successful overtures for good business in 1932.

Tales were told around the convention about municipal courses being built on unemployment relief programs with a labor cost of \$1.50 a day a man, and all the dirt being handled by shovel and wheelbarrow. Against this sort of set-up and the coyness of the clubs about spending money the equipment manufacturers made an effective presentation of their story of ultimate economy. Equipment and material annual costs seldom run 25 per cent of the annual maintenance charges and the increased work at lower operating and re-

pair costs of modernized equipment greatly recommends purchasing at prevailing figures. The exhibit spaces were stages for going into the figures on this situation instead of reliance being placed on the old generalities. In this respect the exhibition helped a lot to stir up 1932 business.

Addresses Digested

In this issue of GOLFDOM all of the addresses on the conference program are digested. This valuable service to golf was made possible by an arrangement between GOLFDOM and O. M. Scott & Sons Co. whereby the substantial expense of presenting the complete convention program was shared.

For the first time on a Greenkeepers' association program there was an address on the basic economics of golf club operation. This speech, made by L. J. Feser, shocked the boys into some serious thinking about the greenkeeper's place in golf's scheme of things and undoubtedly will have pronounced effect on the policies of the association and the individual members. This Feser is an estimable intellect reclaimed from the newspaper business. He is superintendent of an exclusive club in the Twin Cities district and owner of a successful fee course.

M. E. Farnham, Oscar Fitts, Jim Campbell and John Quail set forth some excellent ideas about the human side of the greenkeeping job. John MacGregor and



This picture was taken the second day of the conference. On the opening day about 600 men listened to the addresses.

Cyril Tregillus had two of the most valuable practical addresses the greenkeepers have heard on planning and directing efficient use of the budget. John Monteith, Jr. and Ken Welton, aces of the Green section staff; Homer L. (Red) Jacobs, noted young tree scientist; Dr. Jacob Lipman star research scientist; Professors Cubbon and Bracken of the faculties at M. A. C. and Penn State, respectively, where greenkeeping science flourishes; and Dr. Howard B. Sprague, talented young man of the N. J. Agricultural Experiment station, were the big guns of science dragged up to fire on the greenkeeping problems.

Joe Williamson and Bob Hayes, two of the A-1 veterans of the greenkeepers' own troupe gave two excellent close-up addresses from their own funds of experience. This Hayes fellow was heavy man of the show. He was a ringleader in getting the convention for New York, promising the association enough of an eastern turn-out to establish a record attendance. Records showed he made good on that. Hayes and his buddies in the New York sector pitched in on the exhibits and also put on two great parties at the annual banquet and the stag that closed the convention.

Players' Demands Discussed

Green-chairmen will appreciate one of the heart-felt wails the greenkeepers made as they listened to and discussed the scientific and practical low-down on course maintenance. Greens close-cutting clear down until the dirt shows was again revealed as ruinous by the clear and profound address of bright Prof. Sprague, who was chairman of the conference. But Sprague could explain and talk and prove until hell became the venue of the Olympic winter games and be unable to quell the demand of many of the high-powered pros and ama-

teurs for glass greens. Squawks of the punks for greens so soft every sloppy pitch shot would stick call for excessive watering and that was no inconsiderable factor in the 1931 misery.

But, what the players know about the practical problems of greenkeeping could be put on a gnat's eyeball without any inconvenience to the gnat. GOLFDOM previously has referred to this necessity of greenkeepers' education of the golfing public.

The chief press agent the greenkeepers now have on their side, present company excepted with winsome modesty, is the genial chairman of the U. S. G. A. Green Section, Ganson Depew. Roaming around the convention until the last day he picked up many parts of the greenkeeping message he could put on his able broadcasts and other efforts. The fellows appreciated his interest and help. He got a great kick out of getting right close to the dirt and learning the score, which made everything even. Depew was made an honorary member of the National Association of Greenkeepers at the annual banquet, where he presided as toastmaster. Col. John Morley spoke in felicitous fashion in making the presentation.

OFFICERS FOR 1932

National Association of Greenkeepers of America

President - - - - - John Morley
 V-President - - - - - John MacGregor
 Sec.-Treas. - - - - - Fred Burkhardt

DIRECTORS

John Anderson, W. J. Sansom, M. E. Farnham,
 L. J. Feser, Carl Bretzlaff, John Quail,
 Edw. B. Dearie, Jr.

BOARD OF TRUSTEES

Joe Williamson (1 year)
 John Pressler (2 years)
 Grange Alves (3 years)

Other speakers at the banquet were Robt. Hayes, chairman of the entertainment committee; Cornelius S. Lee, of the USGA executive committee; John Anderson, president of the N. J. Greenkeepers' assn.; Stacey Bender, president, Metropolitan G. A.; Fred Burkhardt, chairman, golf show committee; R. J. Arnott, of the N. J. State Golf assn.; W. J. Sansom, president, Toronto Greenkeepers' assn.; and Eugene L. Larkin, the Westchester County Golf assn.

Morley Re-elected Head

Col. John Morley again was elected president of the association. The association is John's baby and he has done a marvelous job of nursing it into lusty youth. Green-keeping owes this wiry little veteran a debt that isn't generally recognized. Night after night he stays up writing letters to advance the cause and handle the problems of the organization and that's no welcome task after a day's labor out on the pasture. Fred Burkhardt, pilot of the shows and treasurer of the association also was returned to his spot in the front line trenches with the additional duty of secretary. John Quail, the retiring secretary, was given a testimonial for the able work he has done for the group since the national association was formed.

Chicago won the 1933 convention. The breezy burg gave a demonstration of what type of foresighted and active greenkeepers center around that spot by showing its two reel motion picture film, "Divots from A Greenkeeper's Day," during the convention. The Midwest association, which paid for the film and directed it, was heartily congratulated on its effort to get the golfers acquainted with the vital work the greenkeepers are doing. With almost 600 men spending several days at New York for the good of golf and then only telling each other about what they're doing to advance the game and reduce its cost, it looks like the boys have neglected a job of story-telling to do that's about as important as turf culture when pay day comes around.

Women's Golf Ball Appears as 1932 Sales Magnet

DESPITE the sales drop in 1931, club sales to women grew with most manufacturers and certainly with the pros who featured women's clubs and made a strong play for this business. Lessons to women continued to run from 65 per cent to 80 per cent of the average pro's instruction calendar. But, none of the folks pick-

ed up the idea of a golf ball especially for women.

This year it's going to be different. The U. S. Rubber Co. has announced a Queen Royal and is planning to put on a big push through the pro shops for women's business on this special product. The ball is USGA standard, measuring 1.68 in diameter and weighing about 1/10 oz. less than the men's new standard ball of 1.62 oz. The slight difference is to enable the women to get the ball up off the ground better, which a number of pros have advised the United States people is the main difficulty most women have in hitting. The ball is U. S. Royal construction.

One of the smart stunts in dressing the new proposition for the market is a package of 6 balls that is a nifty looking container and something women probably will keep for trinkets. The ball comes in mesh and recess marking and with colored or plain dots. Retail price is to be \$4 for a box of 6. Pro price per dozen will be same as that of the U. S. Royal.

The ball made its test appearance as a mystery pill during the latter part of last season after getting a laboratory O. K. Women went for it. The U. S. folks figure it is a smart stunt in tying the pros closer to the continuous rapid growth of women's golf before the girls get going to the stores and buying a dozen golf balls along with something else for \$2.98 and being permanently kept out of the pros' cash register corral by acquiring bad habits at this early stage.

GOLFDOM, continuously hammering at this affair of women's sales, is glad to see the ball makers taking a view of the feminine market; it will help the pros to keep command of the ground floor. This book is telling the pros again right now to climb abroad this women's market. The way the figures have read for the last 4 years, it is almost a certainty that there will be more women than men playing golf within the next decade.

In the lines of the leading manufacturers some grand clubs for women are now available. They deserve pro featuring in 1932. The only criticism we've heard against any of these leading brand clubs for women is a comment made recently by the veteran Jack Mackie. Jack is the mentor of Helen Hicks, reigning princess of the meadows. He is of the opinion that many of the clubs are shafted too stiffly for the average woman player although they're great for the powerful low-handicap darlings.